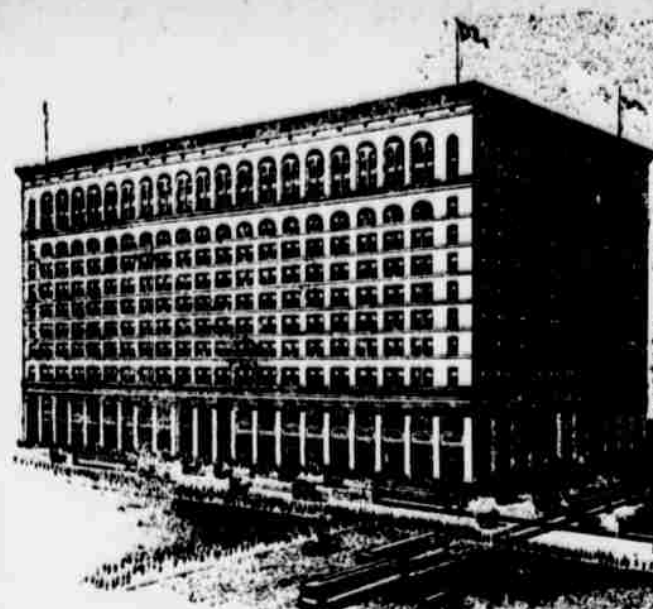
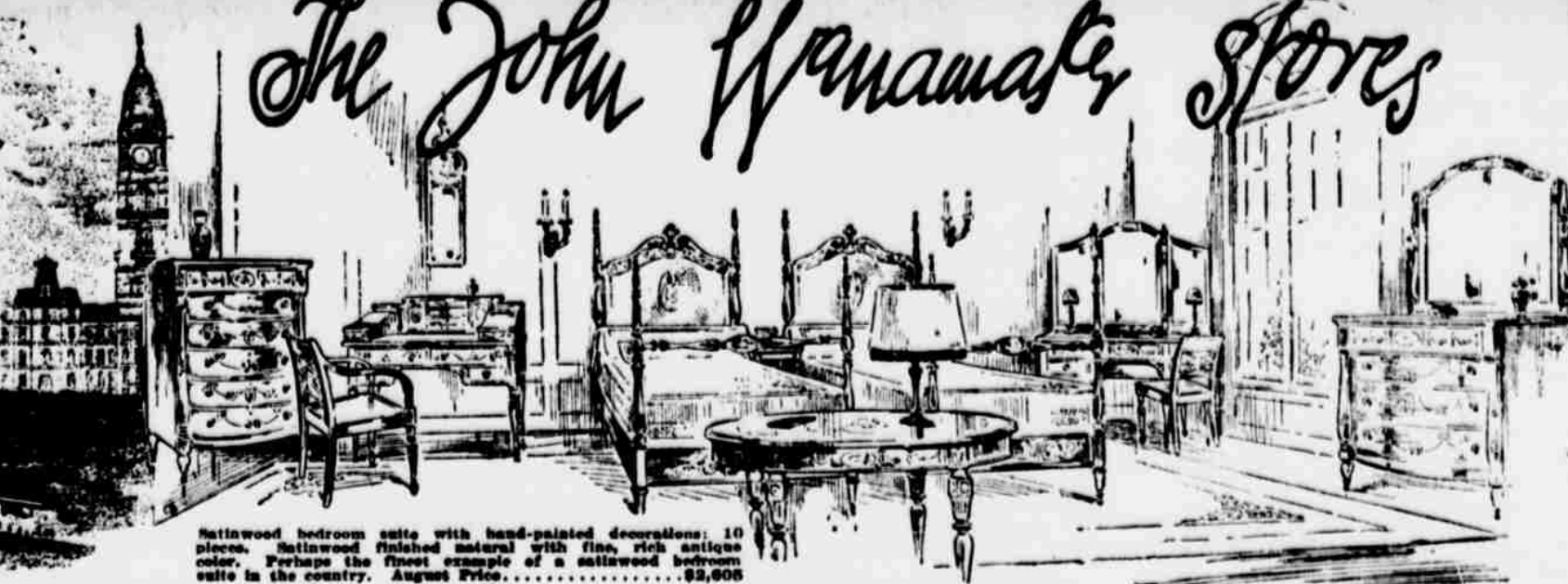


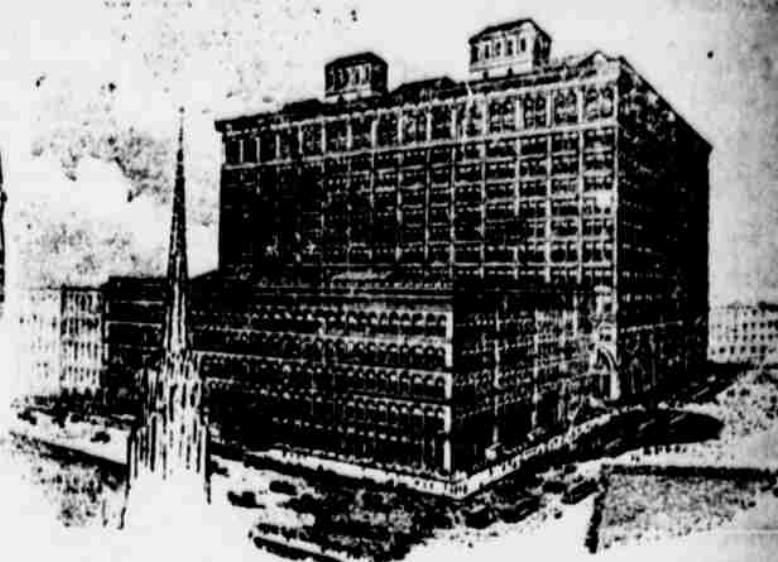
The John Wanamaker Stores



The Philadelphia Store



Bedroom suite with hand-painted decorations: 10 pieces. Bedroom finished natural with fine, rich antique color. Perhaps the finest example of a bedroom suite in the country. August Price: \$25,000



The New York Store

More Pictures (Exact Illustrations) of the

AUGUST FURNITURE SALE (ORIGINAL)

These last days of July are "Courtesy Days," for the leisurely advance inspection of the furniture. The August price tags are affixed to every piece on our floors, and selections may now be made, transactions to date as of August 1.

The sale includes our entire regular stock of furniture and large additional special purchases, reaching a total value of more than one million dollars in this New York store alone. In Philadelphia we have another collection about as large. Both stocks are interchangeable at will.

Of course, this furniture was bought by us on the most advantageous terms. Manufacturers always give their lowest inside prices to the dealer who orders in the largest quantities. They also give their largest customers the benefit of any special lots they are closing out at reduced rates.

To begin with, then, this furniture was low in cost, quality considered, at our regular prices.

Now—for this August Sale—it is reduced in price from 10 to 50 per cent., the average being 25 per cent.

Any store can offer its regular furniture at 10 to 50 per cent. reductions, as many of them do; but what is the furniture so offered, of what quality and of what variety, and what were the prices before they were reduced? These are questions that only a personal inspection will answer.

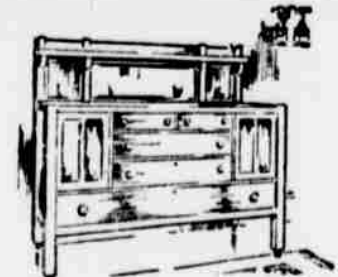
A recent book on furniture speaks on the kind it is a crime to sell—

"Beds and bureaus whose veneered and polished surfaces are mirror-like when new, and patchy after a few months' use."

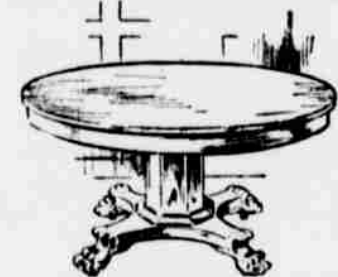
"Crude, pasted on machine carving."



Golden oak extension table, 54 inch top. August Price: \$24



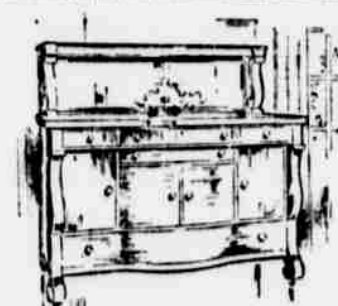
Golden oak buffet, mission design. August Price: \$45



Golden oak extension table, 8 ft. extension; 54 in. top. August Price: \$42.50



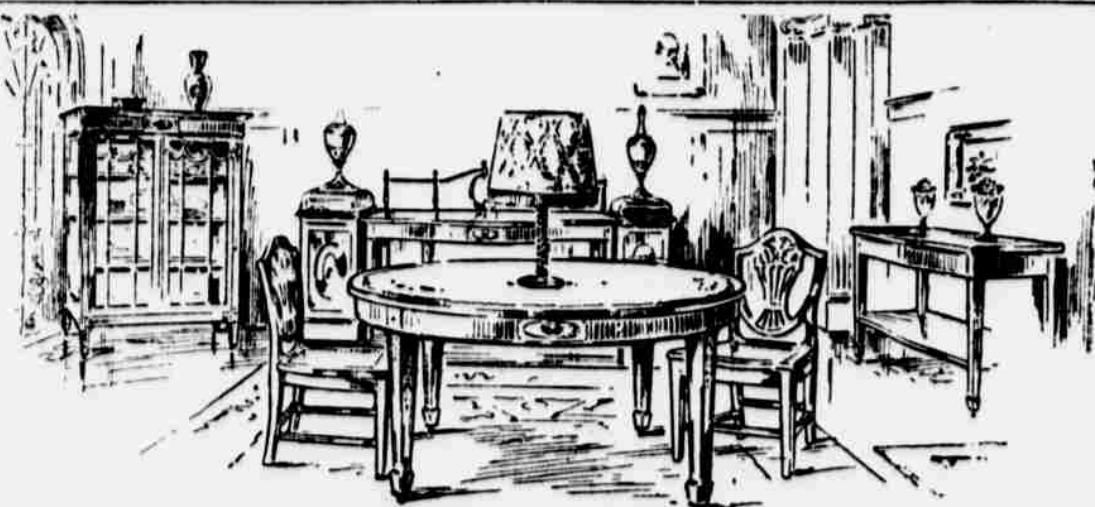
Golden quartered oak side board. August Price: \$22



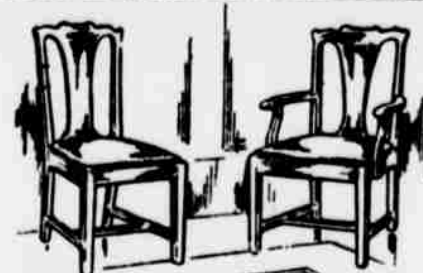
Golden oak sideboard, Colonial type. August Price: \$51.50



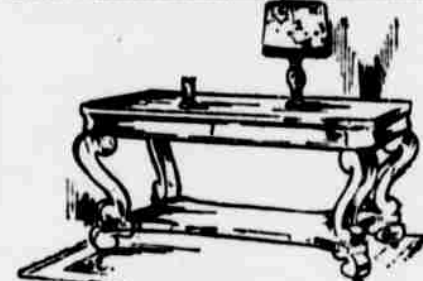
Solid mahogany extension table, 54 in. top. August Price: \$16.50



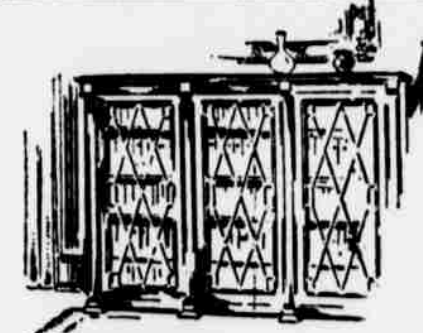
Adam dining room suite of fine design and execution; with arms, solid mahogany; 14 pieces, including chairs. August Price: \$1,000



Solid mahogany dining chair, Colonial type, green leather slip seats; \$12 for the arm chair; \$9.25 for the side chair.



Library table, solid mahogany, Colonial. August Price: \$35



Mahogany Colonial, three-door book case. August Price: \$49.50

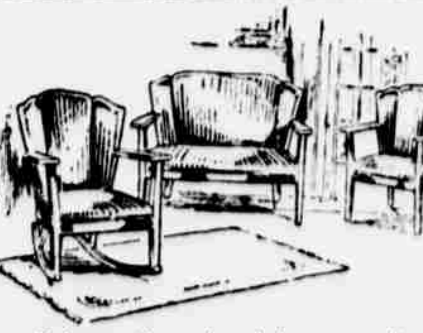


Easy arm chair and rocker, tapestry covered. August Price: \$25.50 each.



Dresser and chiffonier in walnut, mahogany, golden oak and maple; shaped front. August Price:

	Dresser	Chiffonier
Golden oak	\$24	\$23
Maple	\$24	\$23
Mahogany	\$24	\$23
Walnut	\$27	\$26



Mahogany three-piece living room suite, upholstered seat and back, wing sides. August Price: \$50

And then concludes:

"Is it any wonder that boys and girls leave home when the front parlor is equipped with suits of this type?"—referring to the over-carved gaudy parlor suites.

"If you are obliged to buy something cheap and nasty, do it with your eyes open."

The pleasure we have in business is that one can keep his eyes shut when buying here and still not be able to buy anything "nasty."

Yes, we could sell this so-called "cheap" furniture, and probably largely increase our business, but how could we look our customers in the face, especially when we have sold their fathers and mothers the furniture which a generation ago went into their new home?

No, we shall stick to the old standard—

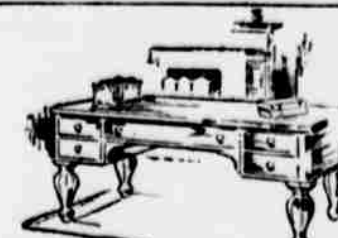
Quality First

With the pictures on this page, drawn from actual pieces and suites of furniture on sale, we have tried to hold up to this community a mirror of the stock, but it is very unsatisfactory to us, and must be unsatisfactory to you.

We promise you this, however, if you will do us the honor to visit the sale, you will be satisfied and pleased.

The "Days of Courtesy,"

during these last days of July, are for the leisurely inspection of the furniture. Selections may then be made, the transactions to date from August 1, when deliveries will commence, unless otherwise desired.



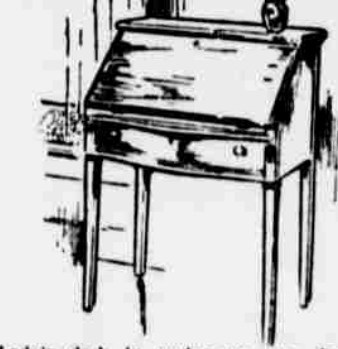
Library table desk, solid mahogany, Colonial. August Price: \$49.50



Old oak rocker (Charles II.), tapestry covered. August Price: \$18 (in mahogany, \$20)



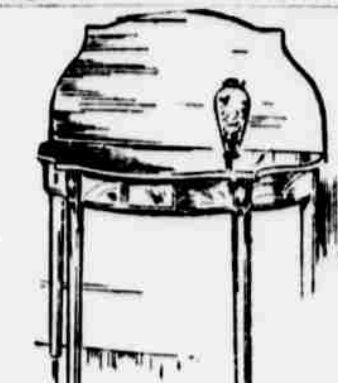
Solid mahogany nest of tables. \$16



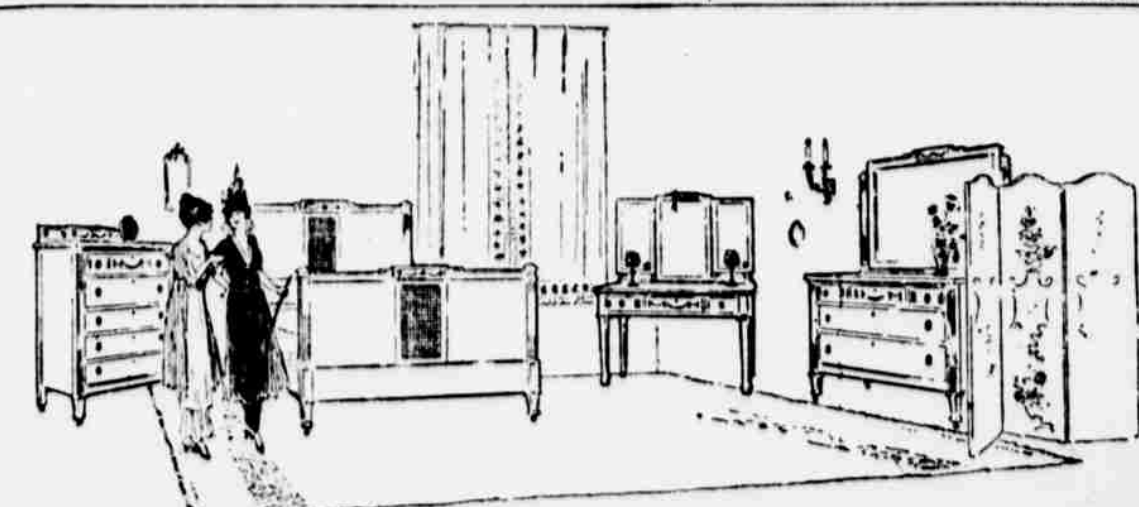
Lady's desk in mahogany, one drawer, Adam design. \$17.50



Solid mahogany console table, Adam design. \$19



Mahogany wall table, Sheraton design, croch veneer rim. \$21



Cream enamel bedroom suite of five pieces (Adam period). August Price: \$238